

# Community Video Report

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## Cable TV: past, present, future

*Washington, D.C. has been considering the development of a new communications technology—cable television—for over three years. During this period, many citizens have become educated about the many issues affecting the process*

### Better late, or never??

Cable TV may come very late—if ever—to Washington, if traditional guideposts of the industry are used to measure progress toward the development of this new communications medium which is moving into the major U.S. cities.

Washington has kicked around cable TV for more than three years; studies have been made by almost everyone; a great many people have come to know something about the subject. Yet, the first step—the passage of an ordinance to govern cable's development—has yet to happen.

Why this state of inaction?

Washington has been inhibited by a combination of poor market conditions, governmental confusion, and bad breaks.

By far, the most significant factor has been the fact that the cable TV industry has simply found other cities more attractive as markets. Hence, the kind of pressure which many cities are feeling about cable has not developed in Washington—at least not significant enough to force some action on a cable TV law.

In most communities, the race for cable TV franchises has taken on aspects of a second gold rush, with money and political power encouraging fast action on the part of local politicians. In Washington, a number of factors have served to discourage profit-hungry companies from applying that kind of pressure.

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*of bringing cable to our city, although the vast majority are barely aware that such a thing as cable even exists.*

A new phase in the city's cable history is beginning, with the appointment of City Councilwoman Antoinette Ford, who now heads the Economic Development and Manpower Committee that oversees cable matters.

Ms. Ford is currently in the process of catching up on the particulars of D.C. cable history. She told us that she "wants very much for community people to come forth and tell us what kind of a cable system they want."

"Sometime before the end of the year" is the likely time for new Council hearings about cable. The focus, says Ms. Ford, will be to "deal with the issues," specifically those falling in the following categories: technical, community, programming, multiple franchise, and economic."

Following these hearings, the Council will attempt to draft another ordinance to start the process of cable in D.C.

Because cable seems to be at a turning point, the WCVC has taken this opportunity to prepare this report about the history and the future of cable in D.C. We realize it is not comprehensive. But it is a beginning, for those who want to know more. And it is a formalization of much available data for those who have been following cable over the years.

We invite further contributions for subsequent issues, and we take this chance to invite you to participate in the WCVC workshop on cable TV, starting Sept. 26, at 8 p.m.

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## TV surveillance proposal considered

# Big Brother is here

by Nick DeMartino

Washingtonians who are paranoid about Big Brother-type electronic surveillance may not have to wait until 1984—or even until a cable TV system is installed—for their fears to become reality, if some federal and local officials have their way.

A proposal called "Closed-Circuit TV and Crime in the 14th Street Corridor of Northwest Washington, D.C." has been circulating among officials in the District government and several agencies since last February. Ane, even though it hasn't been funded, 24-hour TV surveillance in "high-crime areas" has received serious consideration by local decision-makers.

Proposed in February by Charles Talley, a consultant to the Office of Telecommunications, U.S. Department of Commerce, the concept calls for installation and maintenance of closed-circuit surveillance cameras on 14th Street, between R Street and Spring Road, N.W.—the center of the corridor which was destroyed five years ago during the urban rebellion, and which has become, according to the proposal, "well known for crimes such as murder, prostitution, gambling, and narcotics."

Cameras, which would be linked to the already extensive Police Department central communications command network, would theoretically retard crime by exposing potential criminals to constant monitoring.

As the proposal puts it, "Any illegal activity can be watched and recorded, and thus eliminate the need of witnesses who probably would not come forth anyway."

### A matter of money, not scruples

Indeed, most officials we contacted were not particularly turned off to the idea, at least in theory.

What stopped the proposal was the cost, which was estimated by police officials at between \$8 and \$10 million for the basic equipment alone.

"It wasn't a bad idea, if you had a bundle laying around and nothing to do with it," offered Inspector Richard Tilley, who heads the D.C. Police Department's Communications Division. Ultimately, Tilley passed the idea along to another party of the Department, which might be able to raise the necessary funds.

Aside from the cost, Inspector Tilley admitted that there were a few additional problems with a TV surveillance system. "Some people would consider this an invasion of their civil rights," he told us. "We have a responsibility to the citizen. These sorts of proposals have to be politically acceptable to the City Council and to the people who live in the affected areas."

Even Talley, the author of the proposal, was realistic in assessing its potential in a community like the one surrounding 14th Street. "You go up to 14th and U and tell 'em you're going to put up surveillance cameras, and you'll get shot."

In fact, Talley did encounter opposition to the idea in preliminary explorations at a Service Area 7 Committee meeting in early April. Alfredo Echeverria, a member of the Committee, told us that a number of members of the community questioned Talley about "pitfalls in the system," and asked him to return with a fuller report. Talley failed to return. Echeverria was insistent that nobody could predict the community's attitude without consulting residents.

One city representative, City Council staff aide Charles Wilkes was willing to surmise, however, that "aside from the constitutional issues, it is unlikely that the residents of the 14th Street corridor and patrons of commercial enterprises located on 14th Street would tolerate such an intrusion into their lives."

Wilkes met with Talley in March to hear the proposal, and in turn reported to his boss, Councilwoman Marjorie Parker. Wilkes indicates that the proposal never saw the light of day at the Council, and would not stand a chance of passing.



Civil liberties considerations were less considerable than those of cost, to most officials. Aside from the initial equipment, maintenance and replacement costs would be enormous. Labor to monitor the view, once the cameras were installed, is expensive. And, once this elaborate system is set up, what's to keep people from simply moving their "criminal" activity a block away or down the alley, out of view of the cameras?

Furthermore, according to Gerard Kirchner of the Police Department's Planning and Analysis Division, there would be almost no chance that such a large amount of money would be available either from Congress, which is cutting the D.C. budget, anyway, or from federal agencies like LEAA, which has funded similar projects elsewhere. This is especially true since the police department has spent a great deal of time informing Congress and the public that the crime rate in D.C. has "dramatically" dropped—without the use of TV surveillance.

None of this is to say that D.C. could never implement a plan for closed-circuit TV surveillance. Indeed, the District has one of the most significant investments in television hardware of any city in the country—much of it financed by LEAA.

Kirchner told us that many of the proposals suggested in a June 1972 report by the MITRE Corporation have been adopted, including the purchase of low-light-level TV cameras that can "see in the dark," back-pack TV transmission units which can send live TV pictures from demonstrations, a TV-equipped helicopter, two fully equipped central communications command posts, surveillance cameras on all police stations.

According to figures from the Mayor's office, LEAA has estimated 1973 obligations for \$183,500 to fund a "street to command center TV system" and a "master command control system"—both items recommended in the MITRE study, called "Master Television Development Plan for the D.C. Metropolitan Police Department."<sup>1</sup> Further investments are planned through fiscal year 1977.

Nationally, the LEAA has specialized in granting money to police departments for the purchase and development of various hardware systems. The agency has granted hundreds of thousands of dollars—primarily as block grants to state agencies—for police television equipment in some 21 different projects, varying from equipping policemen with better radio equipment to full-scale, 24-hour TV surveillance experiments.

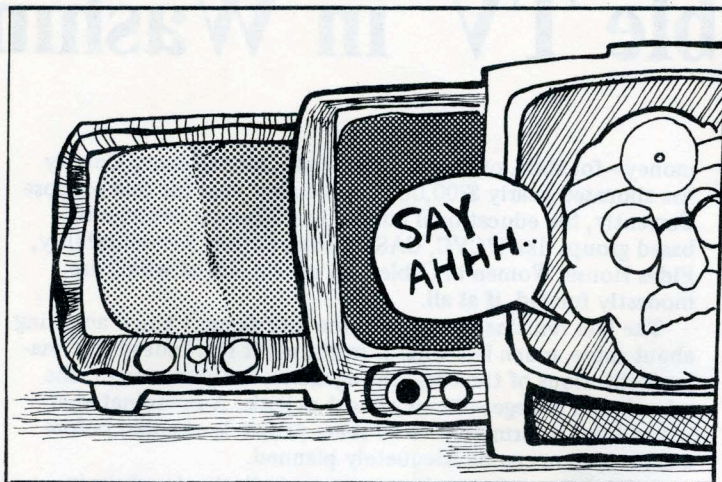
The most extensive project to date has been undertaken in Hoboken, N.J., where police have installed three surveillance cameras to continuously view a high-crime neighborhood. As recently as June Hoboken Mayor Louis DePascale was quoted as saying he wanted "all of Hoboken" under the protection of the CCTV cameras.<sup>2</sup> A similar project has been tried in Mt. Vernon, N.Y.

With the cost and other barriers seemingly effective enough to block Talley's TV surveillance proposal for the time being, Washingtonians in the 14th Street corridor may not have to worry just yet about Big Brother moving in. But given the powerful interest in technical solutions to social problems among certain local and federal officials, constant vigilance would be the safest posture for all of us to take.

1. Mitre no. MTR6192.

2. Communications News, June 1973, p. 30.





## Health communications-toward a humane society

by Ray Popkin

This is the second report on the new and potential uses of new communications technologies for health education. We have expanded our research here at the Center from locating materials designed to educate the consumer in preventative health care, to the larger issues involved in the kinds of systems which can be utilized to disseminate such information. We pass it along to you because we feel that, like other technology, these new communications tools will only be used for the public good if the public demands it.

Health communications technology are currently being used in health systems in three primary areas:

—**Continuing Medical Education:** This important area, which concentrates on the dissemination of constantly updated information of a highly technical nature to professional medical personnel, is the best developed and most widely used at present. We conclude from our research that the organized medical profession is having its needs met adequately, although we should point out that the National Medical Audiovisual Center of the National Institutes of Health is discontinuing its free videotape distribution service, which places an additional burden on the remaining and private group—the Network for Continuing Medical Education, which already supplies about 1,000 institutions a month with materials. (We wish to thank NCME for offering to publicize any list of videotapes on preventative health we might gather at their expense.)

—**Health Care Delivery:** Various technologies are used to enhance the delivery of health services, including the training of paramedical personnel and community health workers, long-distance consultations between rural clinics and city medical centers, the transmission of electro-cardiograms, X-rays and other data for diagnosis and treatment. This area is where most of the experimentation is currently underway, some of it very exciting.

—**Consumer Health Education:** The purpose here is to educate the patient and health consumer so that they will stay well in the first place. We feel that this should be the priority for the society at large, since fewer sick people mean less agony and less expense. Unfortunately, we have found through considerable research within the government health agencies that, although patient education is considered valuable and important, it is not a priority, since there is so little money and so much competition for meager federal funds in social fields.

According to a report of the American Hospital Association to the Health Congress of 1972, patient education has cut return visits to hospitals by an estimated 40 percent. This startling figure reflects not only cost effectiveness—the only way these things are measured by bureaucrats and managers—but a saving in needless human pain. A new study by the MITRE Corporation<sup>1</sup> reports that preventative health education using new communications techno-

logies would save \$24-\$36 per person for the 7.6 million in the 21 and under age group within the welfare population. The same report also estimates that the use of new systems could provide four times the current amount of training without any cost increase. Yet, another study<sup>2</sup> reports that 78.5 percent of hospitals polled stated that they were not conducting any patient education. They listed prime reasons for not doing so: 1) lack of trained personnel; 2) attitude of medical staff; 3) the patient would want to stay at the hospital longer.

These reasons seem pretty flimsy to us, especially the last. Furthermore, it hardly seems more difficult to find personnel to make programs about preventative medicine than on linen-changing or injection methods, which are the subjects of endless productions at hospitals. We would like to make a suggestion here and hope that medical school staffs, students and health activists will follow up on it.

Medical and nursing schools could easily institute a course called "a practicum in patient education" as a structure for developing such materials. A student or a group of students could produce a videotape on some aspect of preventative health maintenance during a semester's time. The tape could then be shown within the teaching hospital's closed-circuit TV system or on a local cable system, if one existed. Built into the curriculum design would be viewer evaluation and consultation with patients and community health workers as to the most effective methods of delivering such information. We feel support for this idea should increase in the next years, especially since there is accelerating interest in HMO's (Health Maintenance Organizations). Maintaining good health is built into the HMO idea, whereas attending only to illness is the basis for the current US health industry.

### Three technologies used for health

Three major technologies offer the greatest potential for health care delivery and education. They are broadband (cable TV), microwave transmission, and satellites—all of which are forms of electronic transmission which can be interconnected in a variety of ways.

#### Broadband

Most of the current experiments and most future possibilities center around the use of CATV systems (for details in DC, see elsewhere in this issue). The federal government has required all new cable systems in the top 100 markets to build equipment which allows two-way transmission of video and digital information. Herein lies the great potential of cable, particularly in the health field. This means that information—pictures, words, and digitalized data from all kinds of sources—can travel both in and out of terminal points on the cable—hospitals, schools, even homes.

Some of these experiments are underway:

—At Mt. Sinai Hospital in New York city, a pediatric clinic in Harlem has been connected to the main hospital using the already installed cable TV system. Each end of the system is equipped with cameras, monitors and sound. Through this system a nurse or paramedic screens a patient and, if they need consultation, can turn the camera on for the benefit of a doctor who is located in the central hospital. Thus, he can see the patient and consult with him or the para-professional. A report of the project<sup>3</sup> notes that "triage is accomplished by designating those requiring specialized services administered at the medical center. This has already resulted in a marked reduction in the number of patients referred to the medical center. Such visits involve considerable difficulty for parents in terms of travel time, waiting time, transportation costs, need for babysitters, etc." Mt. Sinai plans to wire up day-care centers and additional clinics in the hopes of increasing the service. Eventually, they would like to send education programs directly into homes.

—The MITRE Corporation has been experimenting with a rudimentary form of two-way cable in Reston, Va., which uses a computer hook-up as well as videotape machines. In this system, homes in the experiment are equipped with cable hook-up and a special keyboard that allows them to interact with MITRE's computer on a variety of subjects, including health. The system also allows inter-



# Action plan for cable TV in Washington, D.C.

*In our opinion, the process of cable television development in the District of Columbia has been haphazard and unplanned. We encourage the City Council, the Mayor's office, community groups and the general citizenry to unite behind an orderly plan for the consideration of this important new communications technology. We think the crucial steps in this process are:*

**Citizen Involvement:** Some method to involve active and interested citizens in the decision-making process must be assured. Examples of nearby communities which have done some form of this include Baltimore, Montgomery County, Arlington County, and Prince Georges County. We feel that in addition to appointed members (who should qualify because of their work in special fields), the majority of members should be elected on a geographic basis by service areas. This should be done as soon as possible, so that a D.C. Citizens Cable Committee can oversee the subsequent states.

**Education:** The first order of business for Washington, and for a Citizens Committee is to step up the educational process. An educational effort aimed at the general public, the various agencies within the D.C. government, and the potential users of the cable system. Such an educational effort will cost some

money—for staff, office, and materials. Montgomery County has allocated nearly \$100,000 for the next year for this purpose. Currently, the educational burden has fallen on community-based groups like WCVB, CASE Cable, Project Accountability, Fides House, Women in Cable, and others—all of which are modestly funded, if at all.

The fact remains that the community doesn't know anything about cable, much less what it might use it for. Indeed, the major institutions of the city—the agencies, the government, the schools and colleges—know almost as little. A coordinated effort to bring information to all these people is essential before a cable system can be adequately planned.

**Solving the major problems:** As we indicate elsewhere in this report, D.C. has more major problems with cable than most cities. Every resource should be utilized to identify and solve these problems. Our primary problem at this point is getting local government to make this decision, since it is here, more than anywhere, that the problems must first be tackled. We recommend that a comprehensive analysis of Washington's cable needs be undertaken by the Citizens Committee, in concert with its staff and the appropriate government person-

nel. The focus would be to clarify which problems are of sufficient difficulty to need extensive professional investigation. These issues should be turned over to a special consultant who would be charged to come up with policy alternatives. None

of the consultant studies to date have stemmed from needs identified by either the citizenry or the government, but rather by third parties. Armed with this information, the community would then be ready to make the tough policy decisions.

**Community input in policy:** We advocate that the community at-large be solicited for its opinions about major policy decisions in cable. This is one of the greatest assets of the Committee concept, particularly if the elected members have real links to their communities. For instance, one of the most controversial issues in cable is whether the city should be divided up into multiple franchise districts, each one being awarded to a different company. And, if this is done, what are the criteria for dividing the city? The community must be consulted in a meaningful way, or no such plan will work, even if it is desirable.

Thus, the community must be consulted about major issues of policy, presumably through decentralized public hearings.

**Drafting an ordinance:** Once the Committee and the City Council have gathered the information from these many dif-

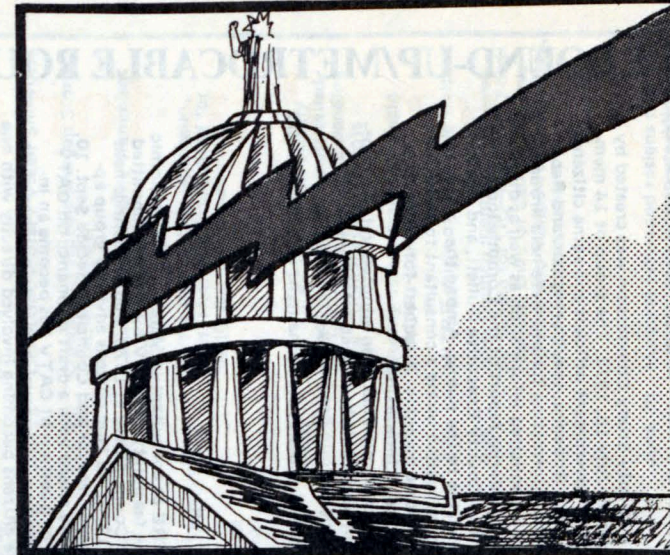
ferent sources, it is up to the Council to make the final political decisions necessary to create a law that will govern the development of cable here. This is a complicated process. That is why we have recommended that the Council share the work which is preliminary to the actual drafting: Then they will have a better idea about the acceptability of their law.

Once the law is written, of course, it is subject to further public scrutiny via the regular public hearing procedure.

**Selecting the operators:** Once the pre-franchising process is completed, it is up to the city government to select the company or companies that will operate the cable system, in accordance to the ordinance which is passed by the Council. We urge participation in this process by the Citizens Committee. The concept of behind-the-scenes bid selection which has characterized the cable industry is repugnant to us all, especially in these days of Watergate. Indeed, we feel that the city would do well to examine the experience of other communities like Boulder, which used a blend of the bidding and negotiation process to obtain one of the most innovative cable agreements in the country.

**Regulating the franchisees:** Once the firms are selected—barring court battles and other delays—the phase of construction and operation will begin. The most important issue here is the commitment by the city in the original ordinance to protect the interests of the cable consumer through some form of specialized cable regulatory body. We advocate the establishment by law of an elected D.C. Cable Commission, which would function locally as the Federal Cable Commission operates nationally—only we hope that its elective composition would make it responsive to the public. The need for this should be clear if you take one look at the rates and service the public gets from its other “regulated” utilities—electricity, telephone, and gas.

**Utilizing the cable:** Many issues need clarification in this important, and, ultimately, crucial area. The federal rules clarify almost nothing about how a community establishes procedures and funding for the three required access channels. What plans does the D.C. government have to use the cable? How about the school system? How do we encourage local programming? These questions must be considered before the initial planning is finished.



## WHAT IS CABLE TELEVISION?

Instead of using roof-top antennas, cable delivers all local TV channels and a selected number of imported TV signals and locally produced programs direct to the subscriber's home via coaxial cable strung like telephone wires or buried under ground.

## HOW MUCH WILL CABLE SERVICE COST?

Cable systems currently charge an average installation fee of \$15 to \$25 plus a monthly fee of \$3 to \$10 for basic service. Additional services other than commercial television programs would cost more.

## WHAT OTHER SERVICES CAN CABLE PROVIDE?

In addition to clear and crisp picture reception and additional TV channels, there will be local governmental and educational channels as well as many other communication services, including FM and AM radio, fire and burglar alarm systems, computer hook-up, two-way communications, and pay TV for first run movies and sports events, and “pay TV.”

## HOW DOES A MUNICIPALITY GET A CABLE SYSTEM?

The local municipality has the responsibility to draw up a contract or franchise with the company or companies who will operate the cable system. Specifications as to how the system will be run are included in an enabling city ordinance.

## IS THERE A DANGER THAT CITIES WILL GET LESS THAN THE FULL POTENTIAL OF CABLE?

Yes. Many cities have already given out franchises without full understanding of cable's potential for its citizens, resulting in cable systems with no accountability to the people in the communities served. Many systems have not made provisions for future developments, local origination channels, production facilities or quality service.

## WHO REGULATES CABLE?

The FCC has set certain standards regulating cable systems, revised as of March 31, 1972. The local municipality, however, has the major responsibility for cable development and operation.

## WHO OWNS CABLE?

Many types of ownership are possible: private profit-making companies, co-operatives, non-profit, municipal, or a combination. Because of the enormous initial capital investment, most franchise applicants are large conglomerates. At present 75% of the national cable industry is controlled by ten such conglomerates.

## WILL CITIZENS HAVE ACCESS TO THE CABLE SYSTEM?

Yes. The FCC has ruled that there must be a “PUBLIC ACCESS” channel for use by all groups and individuals on a non-discriminatory, uncensored basis. The equipment to produce programs would be difficult for most community people to obtain and should, if PUBLIC ACCESS is to have any meaning, be provided by the cable company or be included as a requirement in the franchise.

—From pamphlet by INPUT, Milwaukee, Wisc.

## Cable Television in D.C.: better late—or never?

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First, there is no “traditional” reason for cable operators to sell cable. In the beginning, cable TV was offered to people who wanted better reception of regular, over-the-air stations, and were willing to pay for it. In time, stations from far-away cities (so-called “distant signals”) were added as enticement for people to fork over \$6 a month for TV service. Here, people not only get good reception of local broadcast channels, but most of us can pick up a few Baltimore channels as well.

While lack of reception problems exist in other cities, cable entrepreneurs have been hustling to wire up these cities anyway, since last year's federal cable rules allow them to carry a certain number of “distant signals” as additional incentive to subscribers.

## City CATV group urges establishing citizen body

An Interagency Task Force on Telecommunications in the D.C. government recommended earlier this year to the Mayor “the establishment of a public body advisory to the Office of the Mayor (until such time as an Office of Telecommunications be established) on cable communications in D.C.”

The group—a subcommittee headed by Library Community Relations Director Larry Molumby—unanimously agreed that it was not “the appropriate body to initiate specific policy recommendations, in view of the far reaching societal impact that the city's cable policy decisions will have.”

The panel was equally convinced, however, that detailed technical proposals must follow and not precede the formulation of public policy. A list of the major issues to be decided by the community was included:

*Ownership; districting pattern; minimum channel capacity; standards of service; guarantees of equal service in all parts of the city; identification of community and agency needs; guarantee of sufficient channels, studio facilities and expertise for the three access channels; administration of access channels; structuring of leased channels; regulation; maximization of economic benefits for District residents; community education and participation in the decision-making process.*

The subcommittee was part of an overall study of D.C.'s telecommunications needs, under the direction of Civil Defense Director George Rodericks. The full committee has recommended to the Mayor the establishment of an office of telecommunications, with a price tag of \$230,000.

Assistant Civil Defense Chief Lee Thurman that such an expenditure for cable TV “is not the most promising venture in the world right now” in view of the \$80 million DC budget deficit next fiscal year.

But the new federal rules made a curious exception for Washington: cable operators here are prevented from showing Baltimore channels on the cable as “local” signals, although Baltimore viewers can view all Washington channels. That means that a D.C. cable system must use up part of its quota of “distant” signals just to give people what they already get free. That means less program diversity from “distant” channels from Philadelphia or New York.

Some large cities have made cable profitable offering reception to viewers who are caught behind skyscrapers. Here, high-rises are prohibited by federal law.

And because of the federal monuments, a high percentage of DC's utility wires are underground, forcing a much higher construction cost for cable that goes underground rather than on aerial poles.

Indeed, the federal presence causes other problems, primary of which is the jurisdictional nightmare that is likely here without home rule. Who legally franchises cable? Congress could step in and change any cable law passed locally. This has discouraged cable interest.

So far, however, it hasn't much mattered, anyway. No significant action has been taken in the three years cable has been under consideration. Indeed, were the council to announce tomorrow that bids would be taken for cable TV in DC, at least a dozen companies would make applications. Included would be local firms, “front groups” for outside interests, and national companies.

But these companies cannot bid until local government decides what it is doing, and then does it.

The D.C. City Council, most responsible for the cable law that is the first step, has been plagued by problems since the beginning, not the least of which are three staff changes and three changes in the chairmanship of the committee dealing with cable. The new head of the Committee—Ms. Tony Ford—is determined, she says, to get cable off dead center and to involve the community.

We hope this is true, for, in many ways, Washington is in a unique and enviable position as far as cable. We are literally at the beginning of the process again, but without the kind of pressure which has forced many a community to sell out their cable interests to the highest bidder. We have the opportunity for the entire community to plan a technological innovation rivaled in significance perhaps only by the transportation system. D.C. residents who are involved in fighting arbitrary metro and highway decisions (i.e., Three Sisters Bridge) will appreciate the implications of involving the community before decisions are made.

This is currently impossible, since so few people know what cable TV is about, or that it is important. We have suggested steps in the process to get cable started, and, more importantly, to involve citizens in the planning. If something like this isn't done, Washington may not just have a cable system later than other cities—it may never be built.

For, many Washingtonians, faced with a technology they don't understand, may opt for nothing, no matter what they are promised.







# Women organize around cable TV

*The following article, written by members of Women In Cable, is the first in a series of pieces about other media groups in the metropolitan Washington area. This page is open to any group who would like to describe its projects and purposes to the rest of Washington.*

Cable communications haven't come to Washington yet. But, *Women in Cable* has. In late spring 1973, word reached us about the successful efforts of women in Memphis to get an agreement from the cable franchisee to lease them a women's channel.

We in Washington had already envisioned organizing women's groups to testify before the City Council on such issues as: getting a maximum number of channels, ensuring women and other minorities equal employment opportunities from the outset, and providing free technical and on-the-job training for anyone who wanted it.

The notion of a women's channel boggled our minds. Here, finally, would be a medium uniquely suited for us to communicate with each other. We immediately began to think of the many potential uses of such a channel, and the unifying power it could have throughout the city. Our enthusiasm was justified. Everyone we talked with about a women's channel was turned on and wanted to learn more.

Five of us decided to incorporate a non-profit organization to give us legal status when it actually comes time to lease a channel, and to allow us to qualify for foundation grants. And so, in June 1973, *Women in Cable* was officially born.

We are seeking to form a coalition of women's organizations throughout the city to promote a women's channel. We have made contact with over 100 such organizations. We are asking groups to make an initial commitment by signing this statement of interest:

*We would like to see cable television become an asset to this community, and we are particularly interested in the prospect of a channel for women's programs. We would welcome an opportunity to participate in planning the programming for such a channel.*



—photo by Ruth V. Ward

WOMEN IN CABLE—Sally Banks Craig (left) and Donna Allen talked with other women about cable TV issues at recent Washington Women's Festival.

We have also had four workshops at the District Building and the Martin Luther King Library on cable and a women's channel, attended by 50-75 women. The thrust of our work now is information and education—contacting women through their organizations, turning them on to cable. During the last Council hearings on Cable in late 1971, only a handful of women testified on any issue. This time around, it will be different. We hope to have representatives of at least twenty women's groups testifying on issues that are important to us.

There is plenty of work: research, writing testimony, telephoning, etc. Call any member of the coordinating committee if you want to join our ranks.

Bettie G. Benjamin, 832-4463; Sally Banks Craig, 362-7192; Raquel Marquez Frankel, 291-5934; Naomi R. Glover, 829-4168; Lillian Huff, 526-5895

## METRO CABLE ROUND-UP/METRO CABLE ROUND-UP/METRO CABLE ROU

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mostly as a delaying tactic, which could put beginning of construction back six months or more.

Arlington has also established a Citizens Program Advisory Committee, which will ultimately recommend a structure for the access channels. Chairwoman is Diane Henderson (671-1622). The School Board has authorized a \$50,000 budget for cable, under director Ray Vanderbilt. The County Board has also authorized \$50,000 for an interagency committee to determine use of governmental access channels.

CONTACT: CHARLES HAMMOND OR CHARLES TURNER,\* PUBLIC UTILITIES COMMISSION. 558-2478.

### FAIRFAX COUNTY, VA.

The County PUC has drafted a proposed CATV ordinance which is currently under review and revision by the County Attorney's office, then to be passed to the Board of Supervisors, who will then release a final draft for public hearings—probably by late fall. The County held preliminary public hearings as long ago as Arlington County, but decided that cable is not as priority an issue in Fairfax, where a huge area (406 sq. mi.) make economic viability somewhat marginal. Some six companies have made inquiries. The County has been leaning toward two franchises in the jurisdiction.

CONTACT: FRED KRAMER, PUC, 691-3214.

### PRINCE WILLIAM COUNTY, VA.

Several cable operations already exist primarily in new housing developments, even without a law governing cable. A draft ordinance was prepared by Jan, 1972, by a County Cable Television Committee, but the committee expired following the new election last fall. Real estate interests are anxious for an ordinance so they can activate their systems.

CONTACT: GLENN C. KESSLER, PW SCHOOLS. 791-3113 x 245.

### FALLS CHURCH, VA.

Apparently little interest in this smallish community within Fairfax County (11,000 pop.) since City Mgr. reports no commercial applicants petitioning City Council. Only action: 1971 resolution endorsing a study of CATV by Northern Virginia Educational Television Association, which operates Channel 53.

### RESTON, VA.

Warner Communications, currently second largest cable operator in US, operates the Reston system, which serves some 3,700 homes. Warner took over in June from TVC, which had the system since 1969. Originally, the new town's developers, Gulf-Reston, had operated the cable.

System offers subscribers 14 channels—seven from Washington, three from Baltimore (with one more pending) plus a local origination channel, and a time-weather-news-stock channel. 1600 Reston subscribers pay extra for the "Star Channel"—the area's first venture into pay cable. They pay a fee for first-run movies which come into the home over the cable.

### CONTACT:

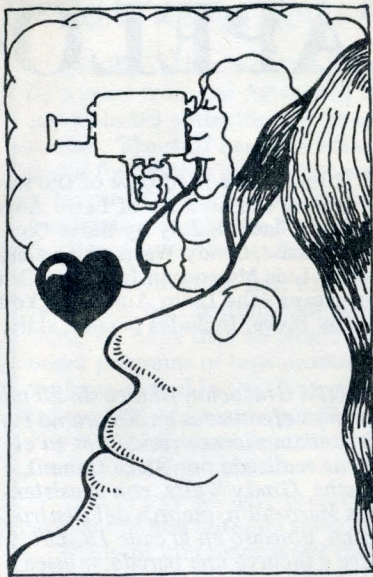
Currently, Reston hires one full-time production person—Tom Bartell—to program the local origination channel. While there is no bona fide public access channel, Bartell is very open to playing community-produced tapes from residents or video groups from Washington and elsewhere.

CONTACT: KEN CHAMBERLAIN, MGR or TOM BARTELL. 471-1749

### DON'T FORGET!!

**CABLE TV WORKSHOP BEGINS 8 p.m., Wednesday, September 26. Call the Center to register or for more information. 462-6700.**





## WCVC video training

The first basic videotape workshop began at the WCVC workshop on August 4 for a class of ten people. The class, which met for three to five hours on Saturdays for six weeks, was designed as an introduction to half-inch videotape production. This first class was started on an experimental basis so that the Center staff could evaluate the training process and determine the best way to bring interested community people to the level of skills necessary to use portable video. Because of its experimental nature, the first class was free of charge to participants.

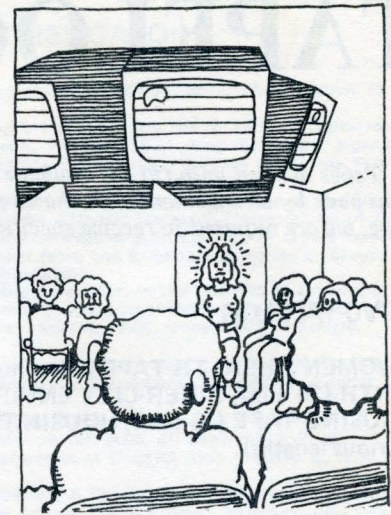
Upon evaluation, the staff has established a three-tiered structure for future training of interested community people:

**Introductory class**—This class, which is open only to local, inner-city residents, will be modeled on the six-week course we just finished. Registration fee will be \$25, to cover costs of tape and equipment repair. A limit of 10 participants has been set. Grady Watts will be the primary instructor.

The objective of this class is to introduce beginners to the rudiments of video technology, so that they will be ready to actually produce videotapes. We are currently working on trying to arrange for college credit for this work. Also, persons who legitimately cannot afford the course price can talk with us about a waiver of the fee.

**Intermediate class**—For those who have successfully completed the introductory class or have otherwise demonstrated their experience in video, we offer a second-level course, also at \$25. Our idea here is to offer a directed process where by a group of up to five students work collectively to completely produce a videotape, from inception to screening.

**Intern training**—The third level is designated as intern training, which means work for those people who have reached a level of experience in the basic aspects of video production and are ready to join us at the Center in production of tapes in the community, assist in production jobs which the Center may be contracted for, or assist on other projects. These individuals will be selected by the Center staff on the basis of their skills, interest, and commitments to video and the community.



drawings: Michel Faubert, Challenge for Change's 'Medium Media'

## Cable workshop

The Center will sponsor a regular continuing workshop on the various aspects of cable television beginning at 8 p.m., Wednesday, Sept. 26, at the storefront, 2414 18th St., N.W.

The workshop, which will last for about two hours every week, is open to anyone free of cost. Participants will be required to purchase copies of most resource materials on their own.

The objective of the workshop is to inform local citizens about the major issues in cable television, which is new communications medium that is coming to D.C. and other large cities.

Particular emphasis will be placed on preparing for the upcoming hearings on cable TV before the City Council. A long-range objective is the creation of a working group to investigate the feasibility of a community-owned cable TV system in NW Washington.

Nick DeMartino of the WCVC collective will conduct the workshop. Questions should be directed to him at 462-6700.

Members of the WCVC staff are available to institutions seeking professional services in the following areas. Rates vary according to many factors, but we can quote you prices if you call us at 462-6700.

**Speaking:** Staff members have been called upon to speak and participate in panels on a wide variety of subjects, including: community video, health communications, cable TV policy, public access issues, social services use of cable, citizen involvement in media, and the media movement.

**Consulting:** Our technical

capabilities center around utilization of broadband and other systems, development of public access and local production facilities, citizen participation in franchising and post-franchising process, educational curriculum design and implementation.

A list of clients we have consulted with is available upon request.

**Production:** WCVC can provide equipment and personnel for any half-inch video production, and is able to work in any format if costs are provided. We provide post-production and editing services.

## Video screenings

Every Tuesday night since July 10 the WCVC has sponsored an open video screening at the storefront on 18th Street. Each of these sessions has been different, in audience and activity. Usually we show several tapes—some of ours and some from other places—and then we conduct an introductory workshop with the portable equipment. We also try to involve people by letting them see themselves on the live TV.

These open screenings will continue weekly—but the time has changed to every THURSDAY at 8 P.M.

Several problems have been consistent. First, the audience is not representative of the Adams-Morgan community, primarily because most of the publicity seems to reach the white freak audience. We have undertaken a campaign to involve more groups, particularly through AMO and several Spanish groups.

Another problem is the fact that people have no way of knowing what tapes will be screened in advance. We hope soon to start advertising the features a week or two in advance so people can come when the subjects interest them.

If you have any suggestions, or if you would like your tapes shown at the screenings, feel free to call us at 462-6700. Thanks.

## Community Video Report

Volume 1, Number 2

Fall, 1973

A quarterly publication of the Washington Community Video Center, Inc., 2414 18th Street, NW, and P.O. Box 21068, Washington, DC, 20009. Phone: (202) 462-6700. Issue dates: June, September, January, March.

**Staff Collective:** Nick DeMartino, Ray Popkin, Grady Watts. Other staff people: Roberto Faenza, Clare Schoenfeld, Steve Conant. Plus our many friends.

**Community Video Report Editor:** Nick DeMartino



# TAPELOG/TAPELOG/TAPELOG

*Tapes marked with (†) are available only on a limited distribution basis by arrangement with the co-producers. If you order the tape, we are required to receive specific permission for each request.*

## WCVC TAPELOG

† WOMEN'S HEALTH TAPE (30 minutes), † NATURAL CHILD-BIRTH (30 min), INNER-CITY ENVIRONMENT (30 min), AMO HOUSING TAPE (15 min), HOUSING VIOLATION TAPES (various lengths).

**STONE SOUP:** 20-minute tape made the week of the opening of Stone Soup, a new cooperative non-profit food store at 18th and S Streets (Aug. 13, '73) Deals with organization and theory of the collective that operates the store, the attitudes of the collective, and the community which shops there. Made by Steve Conant and Clare Shoenfeld.

**MESSAGE FROM THE COMMUNITY** Half-hour tape of street and organization interviews made the day of the WCVC storefront first video viewing, July 10.

**AMO ELECTIONS.** We have two half-hours shot before and during the elections of the executive board of the Adams-Morgan Organization in June, '73. Includes candidates talking about the community and AMO, interviews with voters and poll workers. To be edited to less than 30 min.

**NICK JOHNSON TAPES.** [1] Unedited 20-minutes of July farewell picnic for outgoing FCC Commissioner Johnson, with famous and non-famous supporters. [2] Interview with Nick by WCVC staff on Sept. 20, discussing his successor, workings of the FCC, upcoming issues in communications. 30 min.

**COMMUNITY VIDEO:** A tape describing and illustrating the theory and practice of community video at our Center in DC. Includes sections about our screening sessions, training, workshops, and excerpts from different tapes. Still in production.

## OLDIES

*The following tapes were produced during our year with Federal City College. Those with asterisks (\*) are available directly from Cletis Freeman, Federal City College Video Center, 1411 K Street, NW, Washington DC 20005.*

JOIN THE WAR ON RATS (\*), MAYDAY CIVIL DISOBEDIENCE (\*), NIXON EVICTION: AN ELECTION-YEAR STRATEGY (\*), BOBBY SEALE (\*), ANTI-NIXON FAMILY PLAN ASSISTANCE (FAP) HEARINGS (\*), HARRISBURG EIGHT (\*), BLUES AND JAZZ (\*), KATHLEEN CLEAVER, LA EDUCATION ES GRATIS (EDUCATION IS FREE) in Spanish, COMMUNITY AND SOCIAL USE OF TELEVISION, CABLE TV.

*The following two tapes are Spanish language productions done in cooperation with community organizations. We are in process of establishing a program using video in the Spanish community with AYUDA. For more information, call Ricardo Moreno, 387-4848.*

**SPANISH HERITAGE DAY:** 20-minute edited tape of the festivities at Kalorama Park celebrating the heritage of Latin Americans living in the Washington area. Made in July by Steve Conant, Clare Schoenfeld, Albert D'Osshe, Grady Watts, with assistance from Adriana Cabrales and Luis Marroquin from the Centro de la Juventud Latina Americana—the Latin American Youth Center on 18th Street. Edited by Steve. Includes parade, skits, interviews, music.

**FIESTA HISPANOAMERICANA:** Grabacion filmica de 20 minutos de duracion de las actividades efectuadas en Kalorama Park celebrando la fiesta de los hispanoamericanos residentes en el area de Washington. La cinta fue realizada por Steve Conant, Clare Schoenfeld, Albert D'Osshe, Grady Watts, con la asistencia de Adriana Cabrales y Luis Marroquin, miembros del Centro de la Juventud Latinoamericana, ubicado en la calle 18. La edicion estuvo a cargo de Steve e incluye una parada, musica, parodias y entrevistas.

**PROTECT YOUR HOME: A GUIDE TO TENANTS' RIGHTS** Co-produced by WCVC and AYUDA, the Latin Legal Aid Center on 18th Street, this 20-minute Spanish language tape tries to give information about how to find an apartment, about making an application, signing a lease, making a complaint to the landlord, going to court and housing discrimination. Cartoons by Razzle Dazzle. Script by Ricardo Moreno, Estelle Campbell from AYUDA and Nick DeMartino, WCVC. Shooting by Steve Conant, Clare Shoenfeld, DeMartino, Grady Watts. Editing by Ray Popkin. Narration: Raquel Torres. Actors—Gary Vaughan, Debby Willen, Maggie Dunn.

**PROTEJA SU HOGAR: GUIA DE LOS DERECHOS DEL INQUILINO:** La WCVC y AYUDA, el Centro de Ayuda Legal Latino con oficinas en la calle 18, co-producen esta grabacion filmica en espanol de 20 minutos de duracion tratando de proporcionar informacion de los procedimientos a seguir al buscar y solicitar apartamento, al presentar una querrela al casero, al ir al tribunal y en casos de discriminacion en la vivienda. Repertorio: Caricaturas—Razzle Dazzle? Guion—Ricardo Moreno y Estelle Campbell de AYUDA y Nick DeMartino de WCVC. Tomas—Steve Conant, Clare Shoenfeld, Grady Watts, y DeMartino. Edicion—Ray Popkin. Narracion—Raquel Torres. Actores—Gary Vaughan, Debby Willen, y Maggie Dunn.

All tapes cost \$25 for up to 15 minutes, \$40 for up to half hour, videotape included. If you send a blank tape, the price is \$10, and \$25 respectively. All prices are quoted for 1/2 inch EIAJ-Type 1 standard. Other formats are available. Prices on request.

TO ORDER TAPES, FILL OUT THE FOLLOWING FORM OR SEND US AN ORDER ON YOUR STATIONERY, INCLUDING THIS INFORMATION

Mail to: Washington Community Video Center, PO Box 21068, Washington, DC 20009.

(name)

(organization, if any)

(address)

(city)

(state) (zip)

(phone)

Please send the following tapes, by name:

Enclosed is a check for \_\_\_\_\_

# TAPELOG/TAPELOG/TAPELOG



## A WORD ABOUT OUR FINANCES....

The WCVF has been funded since the beginning of the year by a grant from the Agnes and Eugene Meyer Foundation, a Washington-based philanthropy. These funds expire at the end of September. The staff has been making an intensive search for additional foundation grants, but we have no way of predicting the outcome of this funds search. Meanwhile, we have been forced to accelerate our plans to begin supporting the operation of the storefront by the work that the staff can perform for a fee.

We have planned that this center will be self-sufficient within two years, on the strength of such consulting and production services. We hope that we won't be forced to curtail our community based programs of tape production, training, and screening that we have started in the Center because of a shortage of basic funding support or because our time is taken up earning rent money. For we feel that our priority is to develop long-range process in Central Washington that will take a while to establish.

That is why we have been forced to charge a fee for our workshops and raise the rates for the newsletter.

If any of you readers out there have suggestions to help us through this funding crunch—either by direct (and tax-exempt) donation, or with help in obtaining funds from any other source—please, won't you lend us a hand? If you can afford to, won't you or your employer subscribe to the newsletter at the institutional rate?

Or, if you could make a donation of used furniture, rugs, pillows, benches, or anything to make a more comfortable viewing environment for the public video sessions we hold in our shabby storefront. Thanks much.

## CABLE IN D.C.—STUDIES GALORE

The following are the major studies produced about Washington, D.C.

"Urban Cable Systems", report M72-57, by the MITRE Corporation, Westgate Research Park, McLean, Va. May, 1972. Prepared under a grant from the John and Mary R. Markle Foundation. William F. Mason, Project Director [893-3500]

"Cable Television for the Washington Metropolitan Area—The Public Service Aspects", A joint study by Atlantic Research Corporation of Alexandria, Va., and the Metropolitan Washington Council of Governments (COG), funded in part by a grant from the Eugene and Agnes E. Meyer Foundation. May 17, 1972. [223-6800]

"The Public Interest in Cable Television in the District of Columbia". Report of the Mayor's Economic Development Committee (MEDCO). Joseph B. Danzansky, Chairman. Spring, 1972. Unreleased to public. [667-6480]

"Cable Television in the District of Columbia", Report of the City Council's Economic Development and Manpower Committee, August, 1971. [638-2223]

Proceedings, Cable TV hearings, D.C. City Council Committee on Economic Development and Manpower. Aug. 31, September 17, 1971. Copy available to public for reference at District Bldg., 14th & E, N.W. Fifth floor. [638-2223]

"Cable Television in Anacostia". A Study by P.D. Maloney and Sandy Stein, George Washington Law School Cable Project. Eric Sirulnik, Director. [676-6462]

"A Step into the Regulatory Vacuum: Cable Television in the District of Columbia", by Phillip Hochberg. CATHOLIC UNIVERSITY LAW REVIEW, Vol. 21, No. 1, Fall, 1971.

"Report of the Mayor's Task Force on Telecommunications. Unreleased to public. Under direction of George Rodericks, D.C. Civil Defense Director. Larry Molumby, D.C. Public Library Community Relations Director was in charge of cable committee. Feb. 1973. [629-3934]

"Study of Telecommunications Requirements of the District of Columbia," by Atlantic Research Corporation, Alexandria. Nov, 1971. Internal report made to D.C. Office of Planning and Management.

"Master Television Development Plan for the District of Columbia Metropolitan Police Department," June 1972. Report MTR-6192. Two volumes.

# Health communications---toward a humane society

continued from page 3

active, computer-aided instruction over their home TV set, using a pre-programmed course. The system is set to provide emergency instructions until the ambulance arrives. In other experimental demonstrations, people have been able to dial videotapes, play games against the computer, access to bus and other schedules, voting information, and other services. Eventually, MITRE will wire up several thousand homes at a site which is still being chosen.

—The Wisconsin Department of Health and Social Services is preparing to cablecast a series of videotaped programs on mental hygiene via a one-way system. In Janesville, Wis., under an NIMH grant. The focus is to help people cope with common mental health problems like aging, depression, etc.

—Several cable systems are cablecasting simultaneous deaf language programming and simultaneous special audio tracks for the blind.

## Satellites

The US has been launching a series of specialized use satellites during the past several years, and will continue this program. In addition, the launching of the first domestic general use telecommunications satellites by 1975 will have a profound effect on coast to coast transmission costs and potential uses. We cannot attempt to make a complete report on the various satellites at this time. We are focusing, however, on specialized health uses:

—Two Alaskan villages have been equipped with inexpensive send and receive systems that enable them to communicate via satellite with doctors thousands of miles away. By shrinking the vast distances, these people are less isolated and get adequate medical consultation for the first time, leading in some cases to rescue by helicopter if patients are found to need emergency treatment.

—This winter the ATS-F (the F signifies the sixth in this series) satellite will be launched in order to use interconnect cable and microwave systems and to effect direct transmissions on subjects like child development, health education, and other fields of information to isolated points in the Rocky Mountains and Appalachia.

## Microwave

In both rural and urban situation, the microwave system, which uses radio waves to transfer signals in a direct point-to-point path, has proven economically superior to other methods of interconnection. This is currently the method which links our phones and the television networks. Several hospitals and small clinics in New Hampshire and Vermont have linked via microwave for both educa-

tional and consultation purposes, although patient education doesn't seem to be part of the program. Wells, Inc., a medical media firm, has been programming for hospitals in Washington and other cities utilizing microwave dishes and a new, commercial common carrier system. They are focusing on continuing education and para-medical materials.

## WCVF Projects

Meanwhile, we are starting to get results back from our local survey. So far, both in responses from health departments and hospitals, we find that people seem to want to work together in the Washington area, and to learn more about cable TV. Interestingly, every single health department has listed a tape about VD as a priority, so we are going ahead with our plans to produce such a tape.

Dr. Keith Sehnert of the Georgetown University Health Maintenance Organization has devised a course for health consumers on "Health Care and Self Help Medicine", which is the best we've seen anywhere. We are talking about putting much of this on videotape. Pilot tapes could cover nutrition, first aid, blood pressure.

We hope to complete a health communications resource list soon, which we will make available on request. Send a stamped, self-addressed envelope and \$1.00, and we'll send you one.

1. p. 27, "Testing the Applicability of Existing Telecommunications Technology in the Administration and Delivery of Social Services," April, 1973 MITRE report M73-52, prepared for Social and Rehabilitation Services, HEW
2. Dec 1, 1972, HOSPITALS magazine.
3. July, 1973, issue, EDUCATION AND INDUSTRIAL TELEVISION.



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### Community Video Report?????

Just fill in the form below and mail your check or money order to: Community Video Report, c/o Washington Community Video Center, P.O. Box 21068, Washington, D.C. 20009.

Check appropriate boxes:

- ( ) Yes, I would like a 1-year subscription to *Community Video Report*, starting with issue number  
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[ ] 2...Fall, 1973  
[ ] 3...Winter, 1974 (next issue)

There are two subscription rates: \$2.50/person for individuals and community organizations which cannot afford the higher rate. For corporations, schools, universities, audiovisual departments, libraries, agencies, governmental bodies, other groups which can afford it, and the individuals representing such organizations, the rate is \$10/year.

Check is enclosed for ( ) \$2.50 ( ) \$10.00

- ( ) Enclosed is a donation of the following amount to help the Center with its projects (All donations are tax-deductible). [ ] \$5, [ ] \$10, [ ] \$15, [ ] \$25, [ ] \$100  
[ ] other \_\_\_\_\_

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organization, if any \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_

state \_\_\_\_\_

zip \_\_\_\_\_

phone \_\_\_\_\_

## Join the fight against Quello FCC nomination

A coalition of community media organizations has lined up solidly against the nomination of James H. Quello to succeed Nicholas Johnson as Federal Communications Commissioner.

Led by consumer advocate Ralph Nader and Johnson himself, the attack centers around Quello's 28-year history in the broadcasting industry. "We have long since passed the day when anyone expected independent regulatory commissions to actually represent consumers of natural gas, airline or telephone service, or television programs, said Johnson. But, he adds, "without the assistance of at least one Commissioner, it's very difficult, if not virtually impossible, for Congress, the press, public or academics to uncover what the Commission is up to."

Nader called Quello's nomination "a tragic mistake. On behalf of the millions of Americans who deserve at least one consumer spokesman on this important regulatory agency, I urge you to oppose it," he wrote Sen. John Pastore, who presides over the communications subcommittee of the Senate Commerce Committee, which must pass on such nominations.

Both Nader and Johnson have asked to testify at hearings, which are likely to take place by late September or early October. Tracy Westen, Director of the Stern Community Law Firm, has gone farther and asked that at least one consumer representative be permitted to quiz Quello.

For those of us working in community video, there is much at stake in this nomination. Certainly, Nick Johnson's presence on the Commission has been a unique and rare voice from the darkness. And, with so many important decisions coming up, we must not lose this single contact we have with the workings of the Commission.

To protest the nomination, write to any member of the Committee.

Members include Howard Baker, J. Glenn Beall, Howard W. Cannon, Marlow W. Cook, Norris Cotton, Robert P. Griffin, Philip A. Hart, Vance Hartke, Ernest F. Hollings, Daniel K. Inouye, Russell B. Long, Warren Magnusen, Frank E. Moss, James B. Pearson, Ted Stevens, Adlai E. Stevenson, John V. Tunney, and John Pastore.

TO: The Hon. John Pastore, Chairman, Communications Subcommittee, Senate Commerce Committee, U.S. Congress, Washington, D. C. 20510

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